

## CLAIMS

The following amended claims completely replace all previous versions of the claims.

1. – 2. (Cancelled).

3. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

administering to a first user a first test via the Internet where said first test includes presenting a set of at least two visual images to said first user and receiving said first user's preferences based on said visual images;

storing said first user's preferences;

generating a profile of said first user according to the visual preferences of said first user;

administering to a second user a second test via the Internet and receiving said second user's preferences in response to said second test, wherein said second test includes presenting at least said set of at least two visual images;

generating a profile of said second user according to ~~the results of said second test~~ said second user's preferences;

comparing said profile of said second user to said profile of said second user; and

matching said first user with said second user according to visual preferences, wherever said profile of said first user matches said profile of said second user.

4. (Previously Presented) A method according to claim 3, wherein said method further comprises the step of:  
said system notifying said first user of said matching.

5. (Previously Presented) A method according to claim 4, wherein said notifying is performed via electronic mail.

6. (Previously Presented) A method according to claim 4, wherein said notifying is performed via telephone.

7. (Previously Presented) A method according to claim 4, wherein said method further comprises the step of:  
said first user contacting said second user via electronic mail.

8. (Previously Presented) A method according to claim 4, wherein said method further comprises the step of:  
said first user contacting said second user via telephone.

9. (Previously Presented) A method according to claim 3, wherein said visual images include a video.

10. (Previously Presented) A method according to claim 3, wherein said matching

occurs with a partial match of said first and second user's preferences.

11. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

administering to first set of users a first test via the Internet where said first test includes presenting a set of visual images to said first users and acquiring said first users' selection based on said set of visual images;

storing said first users' selections;

generating profiles of said first users based on said first users' selections;

administering to a second set of users a second test via the Internet where said second test includes presenting options related to said set of visual images to said second users and acquiring said second users' selections;

storing the second users' selections;

generating profiles on said second users based on said second users' selections;

comparing said first users' profiles with said second users' profiles; and

matching at least one of said first user with at least one of said second users according to visual preferences, whenever the results of said comparison between said first users' profiles and said second users' profiles.

12. (Previously Presented) A method according to claim 11, wherein said method further comprises the step of:

said system notifying said first user of said matching.

13. (Previously Presented) A method according to claim 12, wherein said notifying is performed via electronic mail.

14. (Previously Presented) A method according to claim 12, wherein said notifying is performed via telephone.

15. (Previously Presented) A method according to claim 12, wherein said method further comprises the step of:  
said first user contacting said second user via electronic mail.

16. (Previously Presented) A method according to claim 12, wherein said method further comprises the step of:  
said first user contacting said second user via telephone.

17. (Currently Amended) A method according to claim 11, wherein said set of visual images include a video.

18. (Previously Presented) A method according to claim 11, wherein said matching occurs with a partial match of said first and second user's preferences.

19. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

- presenting to first user a set of visual images via the Internet and receiving input data from the first user based on said set of visual images;
- storing said first user's input data;
- generating a profile for said first user from said first user's input data;
- presenting to a set of second users options related to said set of visual images via the Internet and receiving input data from said second users;
- generating profiles for said second users from said second users' input data;
- comparing said first user's profile with said second users' profiles; and
- matching said first user with at least one said second users according to the results of the visual preference comparison.

20. (Previously Presented) A method according to claim 19, wherein said method further comprises the step of:

- said system notifying said first user of said matching.

21. (Previously Presented) A method according to claim 20, wherein said notifying is performed via electronic mail.

22. (Previously Presented) A method according to claim 20, wherein said notifying is performed via telephone.

23. (Previously Presented) A method according to claim 20, wherein said method further comprises the step of:

said first user contacting said second user via electronic mail.

24. (Previously Presented) A method according to claim 20, wherein said method further comprises the step of:

said first user contacting said second user via telephone.

25. (Currently Amended) A method according to claim 19, wherein said set of visual images include a video.

26. (Previously Presented) A method according to claim 19, wherein said matching occurs with a partial match of said first and second user's input data.

27. - 62. (Cancelled).